

MARKETS

TELECOMMUNICATIONS

GOLD

Client
Vodafone
Agency
Harrison Troughton
Wunderman
Agency team
Dan Geaves
Matt Williams
Paul Suggett
Vidhu Kapur
Steve Harrison

SILVER

Client
ntl
Agency
Rapier
Agency team
Hugo Bone
Tony Clements
Steve Madalinski
Sarah Sutherland
Wendy Eaton

BRONZE

Client
BT
Agency
OgilvyOne Worldwide
Agency team
Cordell Burke
Peter Mabbott
Peter Murphy
Sharon Curr
Grant Jenkins
Other companies involved
Zed Media
(Media Agency)



GOLD

Only half of Vodafone's Pay As You Talk customers were using their voicemail service – a situation representing lost revenue and one that the mobile phone service provider wanted to rectify.

To cross sell the service, Vodafone segmented the target audience of 18- to 35-year-olds into three: male, female and mixed. Creative was adapted to suit these segments.

The first pack, containing a mock ticket for a France versus England rugby match, was sent to males under 35 four days after the actual game. The accompanying letter explains how we all miss out on occasions if our friends can't leave messages for us.

Both male and female customers received a Tesco till receipt itemising bottles of drink. It informed the recipient that they had missed out on a great party – because they didn't get the message.

"A nicely targeted and very effective campaign," said the judges. "It has tapped into real consumer behaviour – into that 'you-just-missed-it' feeling."

The effectiveness of the strategy was borne out by the results. The football ticket mailing alone recorded 8.2 per cent. Cost per response was £7.58, representing a return on investment of 13:1. On average, 9 per cent of recipients have started using the service.

SILVER

Research for ntl showed consumers were tired of confusing price messages from telecoms providers and were sticking with BT out of apathy.

Existing ntl TV customers were sent a mailing to sell the company's telephone service and promote ntl's simplified call tariff in a way that cut through this consumer apathy. It was ntl's most successful promotion for the service, achieving a return on investment of 12.5:1.



BRONZE

To boost uptake of its free answering service, Answer 1571, BT wanted to send the message that there is no need to ever miss out on telephone calls. Post-It notes were placed over magazine editorial, forcing readers to interact. Creative executions were tailored to the publications to maximise impact. A 5.18 per cent response rate generated more than 30,000 orders in a week.

